

## CLAIMS

124. (Currently Amended) A computer-implemented method of enabling a purchase of a product or service, the method comprising:

(a) receiving identification of at least one product or service available for purchase at any venue in a set of one or more venues;

(b) presenting to a purchaser, via a first communications device, a list of the at least one product or service;

(c) receiving, via the first communications device, an instruction from the purchaser to purchase at least one selected product or service from the list for a specified recipient different from the purchaser, wherein the at least one selected product or service:

(i) is capable of being provided to the recipient in person at any venue in the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, ~~or service~~ and

(ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c) ~~or service~~;

(d) providing to the recipient a notification corresponding to the instruction from the purchaser;

(e) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(f) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

125. (Currently Amended) The invention of claim 124, wherein the notification further comprises an identifier that the recipient or, if the instruction is received from the recipient, the purchaser presents or redeems in person at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

126. (Previously Presented) The invention of claim 125, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or alphanumeric expression.

127. (Currently Amended) The invention of claim 125, wherein the identifier is adapted to be printed on a medium that the recipient or, if the instruction is received from the recipient, the purchaser presents or redeems at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

128. (Currently Amended) The invention of claim 124, further comprising storing a physical device identifier corresponding to a physical device that the recipient or, if the instruction is received from the recipient, the purchaser presents at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

129. (Currently Amended) The invention of claim 124, further comprising:

(+) (g) providing, to at least one venue in the corresponding set of one or more venues, data enabling authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

130. (Currently Amended) The invention of claim 129, wherein step (+) (g) is performed at substantially the same time as presentation by the recipient or, if the instruction is received from the recipient, by the purchaser at the at least one venue of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient or, if the

instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

131. (Currently Amended) The invention of claim 129, wherein step ~~(e)~~ (g) further comprises providing the data enabling the authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to all of the venues of the corresponding set of one or more venues in advance of presentation by the recipient or, if the instruction is received from the recipient, by the purchaser of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

132. (Currently Amended) The invention of claim 129, wherein the data provided in step ~~(e)~~ (g) comprises identification of the at least one selected product or service.

133. (Currently Amended) The invention of claim 124, further comprising:  
~~(e)~~ (g) storing instruction data associated with the instruction indicating that the recipient or, if the instruction is received from the recipient, the purchaser is entitled to the at least one selected product or service;

~~(f)~~ (h) receiving redemption data from a venue indicating that the at least one selected product or service has been provided to the recipient or, if the instruction is received from the recipient, to the purchaser; and

~~(g)~~ (i) updating the instruction data to indicate that the at least one selected product or service has been provided.

134. (Currently Amended) The invention of claim 124, further comprising providing data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the corresponding set of one or more venues.

135. (Currently Amended) The invention of claim 124, further comprising storing data corresponding to the instruction on a server remote from the corresponding set of one or more venues.

136. (Currently Amended) The invention of claim 124, wherein the corresponding set of one or more venues includes two or more venues.

137. (Previously Presented) The invention of claim 124, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

138. (Currently Amended) The invention of claim 124, further comprising:  
~~(e)~~ (g) receiving a message specified by the purchaser or, if the instruction is received from the recipient, by the recipient; and

~~(f)~~ (h) providing the message to the recipient or, if the instruction is received from the recipient, to the purchaser.

139. (Previously Presented) The invention of claim 138, wherein the message comprises at least one audio, video, or multimedia portion.

140. (Cancelled)

141. (Currently Amended) The invention of claim ~~140~~ 124, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more selected products or services, and (vi) payment information.

142. (Currently Amended) The invention of claim 124, further comprising electronically processing a payment from the purchaser or, if the instruction is received from the recipient, from the recipient for the at least one selected product or service.

143. (Previously Presented) The invention of claim 142, wherein the payment is a debit or credit of a non-money exchange medium.

144. (Currently Amended) The invention of claim 124, wherein the instruction specifies a plurality of selected products or services, each at a different set of one or more venues associated with the same recipient or, if the instruction is received from the recipient, with the same purchaser.

145. (Currently Amended) The invention of claim 124, wherein the instruction specifies a specific product or service for each of a plurality of different recipients or, if the instruction is received from the recipient, of different purchasers associated with the corresponding set of one or more venues.

146. (Currently Amended) The invention of claim 124, further comprising:  
(~~g~~) (g) receiving, from a ~~remote~~ the first or second communications device ~~used by the purchaser,~~  
a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and  
(~~h~~) (h) initiating step (c) or step (e) based on receipt of the message.

147. (Currently Amended) The invention of claim 124, further comprising:  
(~~g~~) (g) providing data to enable displaying to the purchaser [[.]] on the first communications device or to the recipient on the second communications device [[.]] a list of one or more possible venues; and  
(~~h~~) (h) receiving from the purchaser or, if the instruction is received from the recipient, from the recipient a selection of the corresponding set of one or more venues from the list of one or more possible venues.

148. (Currently Amended) The invention of claim 147, further comprising:  
(~~g~~) (i) receiving location-based information obtained from a device or token associated with the recipient or, if the instruction is received from the recipient, with the purchaser; and  
(~~h~~) (i) generating the list of one or more possible venues based on the location-based information.

149. (Previously Presented) The invention of claim 148, wherein the device or token is an RFID tag.

150. (Previously Presented) The invention of claim 148, wherein the device or token is a location-enabled mobile telephone.

151. (Previously Presented) The invention of claim 148, wherein the device or token is a device operating according to an 802.11 standard.

152. (Currently Amended) The invention of claim 147, further comprising using a historical list of one or more venues physically visited by the recipient or, if the instruction is received from the recipient, by the purchaser to generate the list of possible venues.

153. (Currently Amended) The invention of claim 147, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifies the list of one or more possible venues, and further comprising receiving the list of one or more possible venues from the recipient or, if the instruction is received from the recipient, from the purchaser.

154. (Currently Amended) The invention of claim 153, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifying the list of one or more possible venues occurs at a substantially different time from the receipt of the instruction in the corresponding step (c) or step (e).

155. (Currently Amended) The invention of claim 153, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient or, if the instruction is received from the recipient, the purchaser is currently located.

156. (Currently Amended) The invention of claim 153, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient or, if the instruction is received from the recipient, with the purchaser.

157. (Currently Amended) The invention of claim 124, further comprising:  
(e) (g) providing data to enable (1) displaying to the purchaser, on the first communications device, a list of one or more prospective recipients or, (2) if the instruction is received from the recipient, displaying to the recipient on the second communications device, a list of one or more prospective purchasers in the instruction of step (e); and  
(f) (h) receiving from the purchaser the selection of a recipient from the list of one or more prospective recipients or, if the instruction is received from the recipient, receiving from the recipient the selection of a purchaser in the instruction of step (e) from a list of purchasers.

158. (Currently Amended) The invention of claim 157, further comprising:  
(e) (i) receiving location-based information from at least one communications device; and  
(f) (j) using the location-based information to generate the list of one or more prospective recipients or, if the instruction is received from the recipient, prospective purchasers in the instruction of step (e).

159. (Currently Amended) The invention of claim ~~157~~ 158, further comprising:  
(e) (i) receiving data from a profile or criteria associated with at least one of the recipients or, if the instruction is received from the recipient, at least one of the purchasers; and  
(f) (j) generating the list of one or more prospective recipients or, if the instruction is received from the recipient, prospective purchasers in the instruction of step (e) based on the data from the profile or criteria.

160. (Currently Amended) The invention of claim 124, further comprising providing identification of the at least one selected product or service to the recipient or, if the instruction is received from the recipient, to the purchaser.

161. (Currently Amended) The invention of claim 124, wherein the purchaser or, if the instruction is received from the recipient, the recipient provides the instruction using a physical device located remotely from the venues in the corresponding set of one or more venues.

162. (Currently Amended) The invention of claim 124, further comprising receiving the instruction from the purchaser or, if the instruction is received from the recipient, from the recipient, wherein the purchaser or, if the instruction is received from the recipient, the recipient provides the instruction using a physical device located at or near any one of the venues in the corresponding set of one or more venues.

163. (Previously Presented) The invention of claim 124, wherein the at least one product or service is a beverage.

164. (Currently Amended) The invention of claim 124, wherein the list of the at least one product or service is provided by the recipient or, if the instruction is received from the recipient, by the purchaser, and further comprising receiving the list of the at least one product or service from the recipient or, if the instruction is received from the recipient, from the purchaser in advance of receipt of the instruction in the corresponding step (c) or step (e) from the purchaser.

165. (Currently Amended) The invention of claim 164, further comprising storing the list of the at least one product or service in a profile associated with the recipient or, if the instruction is received from the recipient, with the purchaser.

166. (Currently Amended) The invention of claim 124, further comprising:  
(e) (g) storing an account balance for the purchaser or, if the instruction is received from the recipient, for the recipient; and  
(f) (h) debiting or crediting the account balance based on the instruction.

167. (Previously Presented) The invention of claim 166, wherein the stored account balance is in the form of a non-money exchange medium.

168. (Currently Amended) The invention of claim 124, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient or, if the instruction is received from the recipient, to the purchaser; and further comprising delaying the notification until the specified date and/or time.

169. (Currently Amended) The invention of claim 124, further comprising [[.]] either:  
prior to receipt of the instruction from the purchaser, receiving from a recipient and providing to a plurality of purchasers a message indicating at least one desired product or service and/or at least one venue specified by the recipient; or  
prior to receipt of the instruction from the recipient in step (e), receiving from a purchaser and providing to a plurality of recipients a message indicating at least one desired product or service and/or at least one venue specified by the purchaser.

170. (Currently Amended) A computer-implemented system for enabling a purchase of a product or service, the system adapted to:

(a) receive identification of at least one product or service available for purchase at any venue in a set of one or more venues;

(b) present to a purchaser, via a first communications device, a list of the at least one product or service;

(c) receive, via the first communications device, an instruction from the purchaser to purchase at least one selected product or service from the list for a specified recipient different from the purchaser, wherein the at least one selected product or service:

(i) is capable of being provided to the recipient in person at any venue in the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, ~~or service~~ and

(ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c) ~~or service~~; and

(d) provide to the recipient a notification corresponding to the instruction from the purchaser;

(e) receive, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(f) provide to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

171. (Currently Amended) The invention of claim 170, wherein the notification further comprises an identifier that the recipient or, if the instruction is received from the recipient, the purchaser presents or redeems in person at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

172. (Previously Presented) The invention of claim 171, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or alphanumeric expression.

173. (Currently Amended) The invention of claim 171, wherein the identifier is adapted to be printed on a medium that the recipient or, if the instruction is received from the recipient, the purchaser presents or redeems at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

174. (Currently Amended) The invention of claim 170, wherein the system is further adapted to store a physical device identifier corresponding to a physical device that the recipient or, if the instruction is received from the recipient, the purchaser presents at any venue in the corresponding set of one or more venues to receive the at least one selected product or service.

175. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) (g) provide, to at least one venue in the corresponding set of one or more venues, data enabling authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

176. (Currently Amended) The invention of claim 175, wherein step (e) (g) is performed at substantially the same time as presentation by the recipient or, if the instruction is received from the recipient, by the purchaser at the at least one venue of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

177. (Currently Amended) The invention of claim 175, wherein step (e) (g) further comprises providing the data enabling the authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to all of the venues of the corresponding set of one or more venues in advance of presentation by the recipient or, if the instruction is received from the recipient, by the purchaser of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient or, if the instruction is received from the recipient, of the purchaser to receive the at least one selected product or service.

178. (Currently Amended) The invention of claim 175, wherein the data provided in step (e) (g) comprises identification of the at least one selected product or service.

179. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) (g) store instruction data associated with the instruction indicating that the recipient or, if the instruction is received from the recipient, the purchaser is entitled to the at least one selected product or service;

(f) (h) receive redemption data from a venue indicating that the at least one selected product or service has been provided to the recipient or, if the instruction is received from the recipient, to the purchaser; and

(g) (i) update the instruction data to indicate that the at least one selected product or service has been provided.

180. (Currently Amended) The invention of claim 170, wherein the system is further adapted to provide data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the corresponding set of one or more venues.

181. (Currently Amended) The invention of claim 170, wherein the system is further adapted to store data corresponding to the instruction on a server remote from the corresponding set of one or more venues.

182. (Currently Amended) The invention of claim 170, wherein the corresponding set of one or more venues includes two or more venues.

183. (Previously Presented) The invention of claim 170, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

184. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) (g) receive a message specified by the purchaser or, if the instruction is received from the recipient, by the recipient; and

(f) (h) provide the message to the recipient or, if the instruction is received from the recipient, to the purchaser.

185. (Previously Presented) The invention of claim 184, wherein the message comprises at least one audio, video, or multimedia portion.

186. (Cancelled)

187. (Currently Amended) The invention of claim ~~186~~ 170, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more selected products or services, and (vi) payment information.

188. (Currently Amended) The invention of claim 170, wherein the system is further adapted to electronically process a payment from the purchaser or, if the instruction is received from the recipient, from the recipient for the at least one selected product or service.

189. (Previously Presented) The invention of claim 188, wherein the payment is a debit or credit of a non-money exchange medium.

190. (Currently Amended) The invention of claim 170, wherein the instruction specifies a plurality of selected products or services, each at a different set of one or more venues associated with the same recipient or, if the instruction is received from the recipient, with the same purchaser.

191. (Currently Amended) The invention of claim 170, wherein the instruction specifies a specific product or service for each of a plurality of different recipients or, if the instruction is received from the recipient, of different purchasers associated with the corresponding set of one or more venues.

192. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) ~~(g)~~ receive, from ~~a remote~~ the first or second communications device used by ~~the purchaser~~, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and

(f) ~~(h)~~ initiate step (c) or step (e) based on receipt of the message.

193. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) ~~(g)~~ provide data to enable displaying to the purchaser ~~[[.]]~~ on the first communications device or to the recipient on the second communications device ~~[[.]]~~ a list of one or more possible venues; and

(f) ~~(h)~~ receive from the purchaser or, if the instruction is received from the recipient, from the recipient a selection of the corresponding set of one or more venues from the list of one or more possible venues.

194. (Currently Amended) The invention of claim 193, wherein the system is further adapted to:

(e) ~~(i)~~ receive location-based information obtained from a device or token associated with the recipient or, if the instruction is received from the recipient, with the purchaser; and

(f) ~~(j)~~ generate the list of one or more possible venues based on the location-based information.

195. (Previously Presented) The invention of claim 194, wherein the device or token is an RFID tag.

196. (Previously Presented) The invention of claim 194, wherein the device or token is a location-enabled mobile telephone.

197. (Previously Presented) The invention of claim 194, wherein the device or token is a device operating according to an 802.11 standard.

198. (Currently Amended) The invention of claim 193, wherein the system is further adapted to use a historical list of one or more venues physically visited by the recipient or, if the instruction is received from the recipient, by the purchaser to generate the list of possible venues.

199. (Currently Amended) The invention of claim 193, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifies the list of one or more possible venues, and wherein the system is further adapted to receive the list of one or more possible venues from the recipient or, if the instruction is received from the recipient, from the purchaser.

200. (Currently Amended) The invention of claim 199, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifying the list of one or more possible venues occurs at a substantially different time from the receipt of the instruction in the corresponding step (c) or step (e).

201. (Currently Amended) The invention of claim 199, wherein the recipient or, if the instruction is received from the recipient, the purchaser specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient or, if the instruction is received from the recipient, the purchaser is currently located.

202. (Currently Amended) The invention of claim 199, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient or, if the instruction is received from the recipient, with the purchaser.



203. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

(e) (g) provide data to enable (1) displaying to the purchaser, on the first communications device, a list of one or more prospective recipients or, (2) if the instruction is received from the recipient, displaying to the recipient on the second communications device, a list of one or more prospective purchasers in the instruction of step (e); and

(f) (h) receive from the purchaser the selection of a recipient from the list of one or more prospective recipients or, if the instruction is received from the recipient, receive from the recipient the selection of a purchaser in the instruction of step (e) from a list of purchasers.

204. (Currently Amended) The invention of claim 203, wherein the system is further adapted to:

(e) (i) receive location-based information from at least one communications device; and

(f) (j) use the location-based information to generate the list of one or more prospective recipients or, if the instruction is received from the recipient, prospective purchasers in the instruction of step (e).

205. (Currently Amended) The invention of claim 203 ~~204~~, wherein the system is further adapted to:

(e) (i) receive data from a profile or criteria associated with at least one of the recipients or, if the instruction is received from the recipient, at least one of the purchasers; and

(f) (j) generate the list of one or more prospective recipients or, if the instruction is received from the recipient, prospective purchasers in the instruction of step (e) based on the data from the profile or criteria.

206. (Currently Amended) The invention of claim 170, wherein the system is further adapted to provide identification of the at least one product or service to the recipient or, if the instruction is received from the recipient, to the purchaser.

207. (Currently Amended) The invention of claim 170, wherein the system is further adapted to receive the instruction from the purchaser or, if the instruction is received from the recipient, from the recipient, wherein the purchaser or, if the instruction is received from the recipient, the recipient provides the instruction using a physical device located remotely from the venues in the corresponding set of one or more venues.

208. (Currently Amended) The invention of claim 170, wherein the system is further adapted to receive the instruction from the purchaser or, if the instruction is received from the recipient, from the recipient, wherein the purchaser provides the instruction using a physical device located at or near any one of the venues in the corresponding set of one or more venues.

209. (Previously Presented) The invention of claim 170, wherein the at least one product or service is a beverage.

210. (Currently Amended) The invention of claim 170, wherein the list of the at least one product or service is provided by the recipient or, if the instruction is received from the recipient, by the purchaser, and wherein the system is further adapted to receive the list of the at least one product or service from the recipient or, if the instruction is received from the recipient, from the purchaser in advance of receipt of the instruction in the corresponding step (c) or step (e) selection from the purchaser.

211. (Currently Amended) The invention of claim 210, wherein the system is further adapted to store the list of the at least one product or service in a profile associated with the recipient or, if the instruction is received from the recipient, with the purchaser.

212. (Currently Amended) The invention of claim 170, wherein the system is further adapted to:

- (e) (g) store an account balance for the purchaser or, if the instruction is received from the recipient, for the recipient; and
- (f) (h) debit or credit the account balance based on the instruction.

213. (Previously Presented) The invention of claim 212, wherein the stored account balance is in the form of a non-money exchange medium.

214. (Currently Amended) The invention of claim 170, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient or, if the instruction is received from the recipient, to the purchaser; and further comprising delaying the notification until the specified date and/or time.

215. (Currently Amended) The invention of claim 170, wherein the system is further adapted to [[.]] either:

- prior to receipt of the instruction from the purchaser, receive from a recipient and provide to a plurality of purchasers a message indicating at least one desired product or service and/or at least one venue specified by the recipient; or
- prior to receipt of the instruction from the recipient in step (e), receive from a purchaser and provide to a plurality of recipients a message indicating at least one desired product or service and/or at least one venue specified by the purchaser.

216. (Currently Amended) A machine-readable medium, having encoded thereon program code, wherein, when the program code is executed by a machine, the machine implements a computer-implemented method of enabling a purchase of a product or service, the method comprising:

- (a) receiving identification of at least one product or service available for purchase at any venue in a set of one or more venues;
- (b) presenting to a purchaser, via a first communications device, a list of the at least one product or service;
- (c) receiving, via the first communications device, an instruction from the purchaser to purchase at least one selected product or service from the list for a specified recipient different from the purchaser, wherein the at least one selected product or service:
  - (i) is capable of being provided to the recipient in person at any venue in the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, ~~or service~~ and
  - (ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c) ~~or service~~;
- (d) providing to the recipient a notification corresponding to the instruction from the purchaser;
- (e) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and
- (f) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

217. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

- (a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one

specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) transmitting, to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service;

wherein step (c) comprises transmitting the data enabling the authentication of the recipient to all of the venues of the set of one or more venues in advance of presentation by the recipient of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient to receive the at least one specified product or service;

(d) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(e) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

218. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) receiving, via a second communications device, an instruction from the recipient to purchase at least one specified product or service for the purchaser, the at least one specified product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(d) transmitting to the purchaser a notification corresponding to the instruction from the recipient, wherein the notification identifies the second set of one or more venues;

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

219. (Previously Presented) The invention of claim 218, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more products or services, and (vi) payment information.

220. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

wherein the instruction specifies a plurality of specified products or services, each at a different set of one or more venues associated with the same recipient;

(c) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(d) providing to the purchaser a notification corresponding to the instruction from the recipient,

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

221. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues;

(c) receiving, via a second communications device, an instruction from at least one of the plurality of different recipients to purchase at least one specified product or service for the purchaser, the at least one specified product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(d) providing to the purchaser a notification corresponding to the instruction from the at least one of the plurality of different recipients.

wherein at least a portion of the instruction from the at least one of the plurality of different recipients is pre-supplied without input from the at least one of the plurality of different recipients.

222. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) receiving, from ~~a remote the first~~ the first communications device ~~used by the purchaser~~, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message;

(d) initiating step (a) based on receipt of the message;

(e) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(f) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

223. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on [[a]] the first communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues;

(e) receiving location-based information obtained from a device or token associated with the recipient; and

(f) generating the list of one or more possible venues based on the location-based information;

(g) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(h) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

224. (Previously Presented) The invention of claim 223, wherein the device or token is a location-enabled mobile telephone.

225. (Previously Presented) The invention of claim 223, wherein the device or token is a device operating according to an 802.11 standard.

226. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product [[v]] or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on [[a]] the first communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues; and

(e) using a historical list of one or more venues visited by the recipient to generate the list of possible venues;

(f) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(g) providing to the purchaser a notification corresponding to the instruction from the recipient,

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

227. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on [[a]] the first communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues;

(e) receiving the list of one or more possible venues from the recipient;

(f) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(g) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

228. (Previously Presented) The invention of claim 227, wherein the specification of the list of one or more possible venues by the recipient occurs at a substantially different time from the receipt of the instruction in step (a).

229. (Previously Presented) The invention of claim 227, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

230. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

wherein the purchaser transmits the instruction using a physical device located remotely from the venues in the set of one or more venues;

(c) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(d) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

231. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) prior to steps (d) and (e), receiving a list of one or more available products or services from the recipient;

(d) displaying to the purchaser, on [[a]] the first communications device, the list of one or more available products or services;

(e) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services;

(f) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(g) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

232. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

- (a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;
- (b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;
- (c) storing an account balance for the purchaser;
- (d) debiting or crediting the account balance based on the instruction from the purchaser;
- (e) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and
- (f) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

233. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

- (a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues, wherein the instruction from the purchaser comprises a specified date and/or time for a notification corresponding to the instruction from the purchaser to be provided to the recipient;
- (b) delaying the notification until the specified date and/or time; and
- (c) transmitting to the recipient the notification, wherein the notification identifies the set of one or more venues;
- (d) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and
- (e) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

234. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

- (a) prior to steps (b) and (c), receiving from a recipient and transmitting to a plurality of purchasers a message indicating at least one desired good or service and/or at least one venue specified by the recipient;
- (b) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for the recipient, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;
- (c) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;
- (d) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and
- (e) providing to the purchaser a notification corresponding to the instruction from the recipient, wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

235. (Currently Amended) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving, via a first communications device, an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction from the purchaser, wherein the notification identifies the set of one or more venues;

(c) transmitting, to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service; wherein the at least one product or service is a beverage;

~~(d)~~ (d) receiving, via a second communications device, an instruction from the recipient to purchase at least one selected product or service for the purchaser, the at least one selected product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

~~(e)~~ (e) providing to the purchaser a notification corresponding to the instruction from the recipient.

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.